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Energy  
Action  
Mobilization

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BEAM WORKSHOPS HAVE  
BEEN EXTENDED TO MARCH 31

# BEAM saves you energy—and dollars

- ☐ Free energy conservation workshops
- ☐ Discounts on energy conservation materials
- ☐ Free work assistance for disabled and senior citizens
- ☐ Free materials for low income households

January 19 — February 28 *ONLY*

BEAM  
James Kenney Center  
1720 Eighth Street  
Berkeley, California 94710

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## WHAT IS BEAM?

BEAM (Berkeley Energy Action Mobilization) is an intensive 6-week self-help program encouraging Berkeley residents to take steps *now* to "energy-proof" their homes. Designed for homeowners and renters alike, BEAM explains 10 simple *no cost* and *low cost* conservation steps to reduce home energy consumption and save on PG&E bills for years to come.

Modeled on highly successful programs held in 20 other American cities last year, BEAM is the first city-wide effort in California to mobilize for energy conservation. BEAM will make it possible for every Berkeley resident to conserve energy—and save energy dollars. But BEAM is an all-volunteer effort, so it needs everyone's help to succeed.

*Why do you need BEAM?* Much of the energy you buy to heat your home is wasted. It escapes up and around chimneys, out cracks around doors, windows and wall outlets, and through gaps in heating ducts. Yet by taking 10 easy steps that cost nothing or very little—around \$40 total—you can reduce your skyrocketing heating costs by up to 25%, according to the U.S. Department of Energy.

You don't need to be a skilled handyperson or have special tools to be on BEAM. You simply need to invest a few hours *now* so that you can save energy this year, next year, and in all the years ahead.

## HOW DOES BEAM WORK?

☐ Between January 19 and February 28, trained BEAM volunteers will conduct *free one-hour* workshops demonstrating no cost and low cost home energy conservation steps. They'll be held in 10 neighborhood centers across Berkeley.

☐ Any *group* of 20 or more people can request its own BEAM workshop at its own location.

☐ People who attend BEAM workshops will receive *discounts* on specified conservation materials from participating Berkeley stores.

☐ Trained volunteer work crews will help *disabled and senior citizens* attending BEAM workshops to "energy-proof" their homes.

☐ *Low-income* participants in BEAM workshops will receive *free* conservation materials.

☐ Remember, BEAM's simple but effective energy-saving steps require *no special tools* and no mechanical or home maintenance experience. All you need is the one-hour workshop and a few hours on the job.

BEAM workshops will *only* be held from January 19 to February 28, so plan to attend a session soon. And won't you volunteer a few hours to help someone else save energy too? We're in this together.



WHY IT'S WORTH  
CONSERVING ENERGY IN  
BERKELEY

- ☐ In Berkeley, most homes heat with natural gas. The cost of gas has *doubled* since last year, and these rapid price increases are expected to continue in the years ahead.
- ☐ Most Berkeley homes were built many years ago when energy was plentiful and cheap. Because they *unnecessarily* leak heat, they take as much energy to heat as do many better insulated homes in colder climates.
- ☐ By taking BEAM's energy-saving steps, you can *reduce your energy consumption*—and costs—*by as much as 25%*. Clearly you as an individual, not just OPEC and energy corporations, can affect how much you spend on energy.
- ☐ A *one-time investment* of a few hours' work and about \$40 (or less) in BEAM's energy savings measures will save you an average of \$65 this year. As energy costs soar, you'll save more and more.
- ☐ In addition, you can get back up to 40% of the money you spend on BEAM measures through *state and federal tax credits*.
- ☐ BEAM *helps renters* save money in exactly the same way as homeowners. It's available to everyone in Berkeley, whatever your income.
- ☐ If every Berkeley household participates in BEAM, we'll *save \$2.8 million* in energy costs this year. That's good for everyone.



HOW CAN I PARTICIPATE?

- 1) Come to a BEAM workshop and apply the 10 energy saving steps you learn to energy-proof your home or apartment.
- 2) Take the discount voucher you receive in the BEAM class to a participating store and save money on the materials you need.
- 3) If you are physically unable to perform the 10 conservation steps, fill out an application for trained volunteer crew assistants to help you. Forms are available at the BEAM classes.
- 4) Encourage your friends and neighbors to participate in BEAM. The program only runs 6 weeks.
- 5) Volunteer a few hours of your time by sending in the attached card. BEAM's success depends on everyone's participation.

1981 IS BERKELEY ENERGY  
SELF RELIANCE YEAR

The City Council has unanimously passed a resolution declaring 1981 "Berkeley Energy Self Reliance Year." It will be a time to look at what we can *do for ourselves*—both at home and in our community—to face and resolve energy problems.

Until recently, most people looked to public utilities and energy companies for a solution to the energy crisis. Now, however, skyrocketing costs and uncertain availability of energy—no matter what price we pay—make it important that individuals take measures to *affect their own energy use and costs*. Combined individual efforts both in conservation and in developing renewable energy technologies can add up to major energy savings nationally.

To help us understand the issues, the first part of Energy Self Reliance Year will focus on energy *conservation*. This is BEAM, the easiest, most economical, and most important step toward helping Berkeley citizens to become more energy self-reliant. Later in the year, we'll look at renewable energy, world energy issues, and ways in which local energy development can foster new jobs and new businesses in Berkeley.

BEAM WORKSHOP SCHEDULE

The first BEAM workshop is scheduled for 7:30 p.m. on Monday, January 19, at the Young Adult Project, 1890 Alcatraz. For more information, call or drop in at BEAM headquarters, James Kenney Center, 1720 Eighth Street, #644-6040 or #644-6041.

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Graphic from *Steps for Energy Self Reliance* by Allan Van Vleet.



I'll help Berkeley save energy — and energy dollars (check boxes):

- ☐ BEAM workshop leader (I'll spend 4 hours or more per week teaching in BEAM's conservation workshops.)
- ☐ BEAM work crew (I'll spend 4 hours or more per week helping senior and disabled persons "energy proof" their homes.)
- ☐ BEAM outreach and publicity (I'll help spread the word about BEAM to my neighborhood, work-place, church or other organization.)
- ☐ BEAM office coordination (I'll help staff the BEAM headquarters.)

I can volunteer about \_\_\_\_\_ hours per week between now and February 28 to get Berkeley on BEAM.

NAME \_\_\_\_\_ PHONE \_\_\_\_\_ (home) \_\_\_\_\_ (work) \_\_\_\_\_  
ADDRESS \_\_\_\_\_

We need your help *immediately* to make BEAM a success. Drop by the BEAM office soon or send this card by return mail. For more information, call #644-6040 or #644-6041.